

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Previously Presented) A contents market research system for researching marketability of a picture content based on contents polling information given by a pollee and displaying the result, the system comprising:
 - a contents market research apparatus comprising:
 - contents introduction information storage means for storing content introduction information for introducing said picture content to said pollee;
 - contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means;
 - contents polling information receiving means for receiving the contents polling information that includes said polling information for said picture content;
 - contents polling information storage means for storing said contents polling information received by means of said contents polling information receiving means;
 - poll result counting means for discriminately counting said contents polling information entered by a predetermined pollee and said contents polling information entered by a general pollee; and
 - a display for displaying business profitability when said picture content is commercialized on a display apparatus,
 - wherein if personal information is included in the contents polling information, the personal information is counted in addition to ballots of each picture content and a marketable

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 05, 2006

PATENT
450100-03087

field of the picture content is specified based on the counted result of the personal information;

and

a contents polling apparatus comprising:

contents introduction information receiving means for receiving said content introduction information sent by means of said contents introduction information sending means;

contents introduction information display means for displaying said content introduction information;

contents polling means for entering said contents polling information; and

contents polling information sending means for sending said contents polling information entered by said contents polling means.

2. (Previously Presented) The contents market research system as claimed in claim 1, wherein said content introduction information includes said picture content.

3. (Previously Presented) The contents market research system as claimed in claim 1, wherein said contents introduction information sending means sends said content introduction information that has been classified as a function of subject matter.

4. (Previously Presented) The contents market research system as claimed in claim 1, wherein said contents polling information includes personal information of said pollee.

5. (Previously Presented) The contents market research system as claimed in claim

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

1, wherein said contents polling information includes the merchandise purchase intention information of said pollee to be activated when said content is commercialized.

6. (Previously Presented) The contents market research system as claimed in claim 1, wherein said predetermined pollee is provided a greater quantity of ballots than said general pollee.

7. (Previously Presented) The contents market research system as claimed in claim 1, wherein said poll result counting means generates said business profitability as a function of said picture content.

8. (Previously Presented) The contents market research system as claimed in claim 1, wherein said contents polling information includes the information indicating whether said pollee wants sales advertisement of merchandise.

9. (Previously Presented) A contents market research apparatus for researching the marketability of a picture content before commercialization based on contents polling information given by a pollee comprising:

contents introduction information storage means that stores the content introduction information for introducing said picture content to said pollee;

contents introduction information sending means for sending said content introduction information stored in said contents introduction information storage means;

contents polling information receiving means for receiving the contents polling

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

information that includes said polling information for said picture content;

contents polling information storage means for storing said contents polling information received by said contents polling information receiving means;

poll result counting means for discriminately counting said contents polling information stored in said contents polling information storage means between said contents polling information entered by one or more predetermined pollees and said contents polling information entered by one or more general pollees and for displaying the business profitability to be obtained when said content is commercialized, wherein if personal information is included in the contents polling information, the personal information is counted in addition to ballots of each picture content and a marketable field of the picture content is specified based on the counted result of the personal information.

10. (Previously Presented) A contents market research method used for researching the marketability of picture content before commercialization based on contents polling information given by one or more pollees, the method comprising:

introducing said picture content to said one or more pollees;

storing the picture content introduced to said one or more pollees;

sending said stored picture content introduced to said one or more pollees;

receiving contents polling information from said one or more pollees;

storing said received contents polling information;

discriminately counting said stored contents polling information as a function of contents polling information entered by one or more predetermined pollees and said contents polling information entered by one or more general pollees; and

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

determining a business profitability to be obtained when said content is commercialized,
wherein if personal information is included in the contents polling information, the
personal information is counted in addition to ballots of each picture content and a marketable
field of the picture content is specified based on the counted result of the personal information.

11. (Previously Presented) A program, stored on a computer-readable medium
researching marketability of picture content before commercialization based on contents polling
information, the program comprising the steps of:

introducing said picture content to one or more pollees;

storing said picture content introduced to said one or more pollees;

sending said stored picture content to the one or more pollees;

receiving contents polling information related to said content, from said one or more
pollees;

storing said received contents polling information;

discriminately counting said stored contents polling information entered by one or more
predetermined said pollees and said contents polling information entered by one or more general
said pollees; and

determining business profitability to be obtained when said picture content is
commercialized,

wherein if personal information is included in the contents polling information, the
personal information is counted in addition to ballots of each picture content and a marketable
field of the picture content is specified based on the counted result of the personal information.

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the remarks.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-11 are pending in this application. Claims 1-11 have been rejected. None of the claims have been amended in this response.

II. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-5 and 7-11 were rejected under 35 U.S.C. 102(e) as allegedly anticipated by U.S. Patent No. 6,529,878 to DeRafael, et al. (hereinafter, merely "DeRafael").

III. REJECTIONS UNDER 35 U.S.C. §103(a)

Claim 6 was rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over DeRafael in view of U.S. Patent No. 5,400,248 to Chisholm (hereinafter, merely "Chisholm").

IV. RESPONSE TO REJECTIONS

Independent claim 1, recites, *inter alia*:

"a contents market research apparatus comprising:

...poll result counting means for discriminately counting said contents polling information entered by a predetermined pollee and said contents polling information entered by a general pollee..." (emphasis added)

As understood by Applicant, DeRafael relates to a system and method for compensating users for responding to advertisements in an interactive manner which poses

U.S. Appl. No. 09/819,264
Reply to Office Action dated February 06, 2006

PATENT
450100-03087

questions for users and dynamically generates further questions in response to users' answers to previous questions.

Applicant respectfully submits that DeRafael fails to teach or suggest the above-identified features of claim 1. Indeed, Applicant submits that nothing has been found in DeRafael that would teach or suggest a poll result counting means for discriminately counting the contents polling information entered by a predetermined pollee and said contents polling information entered by a general pollee, as recited in claim 1.

Furthermore, Applicant submits that DeRafael discloses a processor that forwards to each advertiser the answers that it has received and statistical demographic information it has computed in response to users having selected and interacted with the advertisement. See col. 4, lines 20-24. Applicant submits that this does not disclose or suggest a poll result counting means for discriminately counting the contents polling information entered by a predetermined pollee and said contents polling information entered by a general pollee.

Thus, Applicant respectfully request that the rejection of claim 1 be withdrawn.

For reasons similar to, or somewhat similar to, those described above with regard to independent claim 1, independent claims 9, 10 and 11 are also believed to be patentable.

V. DEPENDENT CLAIMS

The other claims in this application are each dependent from one or another of the independent claims discussed above and are therefore believed patentable for the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.